



City of Santa Barbara

SIGN COMMITTEE MINUTES JANUARY 14, 2020

9:00 A.M.
David Gebhard Public Meeting Room
630 Garden Street
SantaBarbaraCA.gov

COMMITTEE MEMBERS:

Ken Sorgman *Chair*
Jaime Limón *Vice Chair*

ALTERNATES:

Bob Cunningham (ABR)
Michael Drury (HLC)

STAFF:

Irma Unzueta, Design Review Supervisor
William Russell, Planning Technician I
Heidi Reidel, Commission Secretary

CALL TO ORDER

The meeting was called to order at 9:03 a.m. by Chair Sorgman.

ATTENDANCE

Members present: Sorgman, Limón, and Drury
Staff present: Russell and Reidel

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Motion: Approve the minutes of the Sign Committee meeting of **December 17, 2019**, as amended.

Action: Sorgman/Limón, 2/0/1. (Drury abstained.) Motion carried.

C. Listing of approved Conforming Review signs from **December 24, 2019** through **January 14, 2020**:

Business Name	Address	Action
Alora	1269 Coast Village Rd	Final Approval as submitted.

- D. Announcements, requests by applicants for continuances and withdrawals, future agenda items, and appeals:

Chair Sorgman announced that he reported a number of parking signs to be submitted for violation.

- E. Subcommittee Reports:

No subcommittee reports.

(9:10AM) NEW ITEM: CONCEPT REVIEW

1. 400 STATE ST

Assessor's Parcel Number: 037-212-021
Zone: M-C
Application Number: SGN2019-00156
Owner: Safina Abraham Trust
Joseph Safina, Trustee
Applicant: Michael Lavallee
Business Name: Habitat Home and Garden

(Proposal to install one 7.5 square foot blade sign, one 29 square foot wall sign, and two awning signs totaling 9.86 square feet. Total signage requested is 46.36 square feet. Total street frontage is 50 feet.)

Actual time: 9:11 a.m.

Present: Michael Lavallee, Applicant, Dave's Signs

Public comment opened at 9:23 a.m., and as no one wished to speak, it closed.

Motion: Continue two weeks with comments:

1. The Committee supports the awning signs as presented, however approval is contingent upon Historic Landmarks Commission approval of the black awnings.
2. Provide more information about the height of Sign B in relation to the roof parapet and roof line; if portions of the sign extend above the roof line an exception request will be required.
3. Present options that would lessen the height of the letters or relocate the sign to be lower and centered.
4. Reduce rear wall sign letters to eight inches in height and space accordingly, making sure to line up rear wall sign with the edge of the wall column.

Action: Limón/Drury, 3/0/0. Motion carried.

(9:25AM) NEW ITEM: CONCEPT REVIEW**2. 806 CALLE DE LOS AMIGOS**

Assessor's Parcel Number: 049-040-053
Zone: RS-7.5
Application Number: SGN2020-00002
Owner: American Baptist Homes of The West Inc.
Applicant: Michael Lavallee
Business Name: Human Good

(Proposal to install 251.8 square feet of way finding signage. Applicant is requesting an exception to exceed the allowable 90 square feet of maximum signage.)

Actual time: 9:36 a.m.

Present: Michael Lavallee, Applicant, Dave's Signs

Public comment opened at 9:49 a.m., and as no one wished to speak, it closed.

Motion: Continue two weeks with comments:

1. Show the existing and proposed site plan for Monument Sign E.1.
2. The Committee finds the rest of the program to be acceptable.
3. Show alternative options for a flying V. A perpendicular sign to the adjacent street would be acceptable.
4. The Committee will conduct a site visit prior to the next hearing.

Action: Drury/Limón, 3/0/0. Motion carried.

(9:35AM) CONTINUED ITEM: CONCEPT REVIEW**3. 110 S HOPE AVE**

Assessor's Parcel Number: 051-010-014
Zone: C-G/USS
Application Number: SGN2019-00147
Owner: Nettleship Fam Tr 3/18/93
Patricia S. Nettleship, Trustee
Applicant: Francesca Rizzo
Business Name: Phenix Salon Suites

(Proposal for two 19.26 square foot wall signs and one 4.12 square foot blade sign. Total signage requested is 42.6 square feet. Applicant is requesting an exception to exceed the maximum allowed letter height. Total street frontage is 49 feet.)

Second Review. Project was last reviewed on December 17, 2019.

Actual time: 9:58 a.m.

Present: Francesca Rizzo, Applicant, Goleta Signs; Franco Rizzo, Goleta Signs

Public comment opened at 10:04 a.m., and as no one wished to speak, it closed.

Motion: Final Approval as submitted, with Sign Exception findings made as stated in Sign Ordinance subsection 22.70.070 for the granting of an exception:

1. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property, because there is a low visibility at the rear of the mall necessitating a slightly larger sign, that do not apply generally to other properties in the vicinity.
2. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
3. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance, as it was reduced in an attempt to average the letters and most of the letters are in compliance with the maximum letter height.

Action: Limón/Drury, 3/0/0. Motion carried.

(9:50AM) NEW ITEM: CONCEPT REVIEW

4. 214 STATE ST

Assessor's Parcel Number: 033-051-015
Zone: HRC-2/SD-3
Application Number: SGN2020-00005
Owner: State Street Mango, LLC
Applicant: Francesca Rizzo
Business Name: The Project Corazon Cocina and Taproom

(Proposal for a 9.9 square foot wall sign and a 6.9 square foot blade sign. Total signage requested is 16.86 square feet. Applicant is requesting an exception to exceed the maximum allowed letter height in the El Pueblo Viejo District. Total street frontage is 41 feet.)

Actual time: 10:14 a.m.

Present: Francesca Rizzo, Applicant, Goleta Signs; Franco Rizzo, Goleta Signs

Public comment opened at 10:18 a.m.

The following individual spoke:

1. Virginia Rehling

Public comment closed at 10:19 a.m.

Motion: Continue one week to Conforming Review with comments:

1. The Committee can support an exception if the letters are reduced to a maximum of twelve inches to be consistent with other restaurants in the area.
2. Enhance the blade sign with the suggestion to introduce color and shape to mimic the front entrance arc.
3. Introduce a decorative bracket to be consistent with El Pueblo Viejo standards.
4. The Committee suggests adding a logo to enhance the blade sign.
5. Wall logo should be face lit with an opaque maroon background.

6. There are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property because of visibility issues for motorists, that do not apply generally to other properties in the vicinity.
7. The granting of the exception will not be materially detrimental to the public welfare or injurious to the properties or improvements in the vicinity.
8. The proposed sign is in conformance with the stated purpose and intent of the Sign Ordinance.

Action: Limón/Drury, 3/0/0. Motion carried.

(10:10AM) NEW ITEM: CONCEPT REVIEW

5. 110 S HOPE AVE

Assessor's Parcel Number: 051-010-014
Zone: C-G/USS
Application Number: SGN2019-00160
Owner: Nettleship Fam Tr 3/18/93
Patricia S. Nettleship, Trustee
Applicant: Kasey Clark
Business Name: Islands Fine Burgers

(Proposal to remove existing wall sign and relocate to a more visible location. New wall sign is 24.62 square feet and is externally illuminated. Applicant is requesting an exception to exceed the maximum allowed letter height. Total street frontage is 160 feet.)

Actual time: 10:33 a.m.

Present: Chris Kelley, AKC Permit Company

Public comment opened at 10:37 a.m., and as no one wished to speak, it closed.

Motion: Continue two weeks with comments:

1. Return with twelve inch letter heights and a taller "I".
2. Explore signage size options.

Action: Limón/Drury, 3/0/0. Motion carried.

*** MEETING ADJOURNED AT 10:52 A.M. ***